

Eliminating hepatitis C in the Australian bleeding disorders population: an evolving health promotion strategy

O'Callaghan SM; Opeskin HM; Caris SJ Haemophilia Foundation Australia, Melbourne, Australia

Website: www.haemophilia.org.au Email: socallaghan@haemophilia.org.au; hopeskin@haemophilia.org.au; scaris@haemophilia.org.au

BACKGROUND

Approximately 1350 Australians with bleeding disorders acquired hepatitis C from infected clotting factor concentrate treatments before 1993, when blood supply testing and viral inactivation manufacturing processes had been introduced.

In 2014 Haemophilia Foundation Australia (HFA) estimated from unpublished data that more than a third still had chronic hepatitis C. With the risks of advancing liver disease, eliminating hepatitis C in this population is a priority.

2015 HFA WORLD HEPATITIS DAY CAMPAIGN

In 2014 HFA convened a Hep C Think Tank of haemophilia and hepatitis specialists. Targeted health promotion messages were developed around preparing for treatment with a liver health check. A group was identified for specific strategies: people with mild haemophilia and von Willebrand disease unaware of their hepatitis C status as they had few treatments prior to 1993 and did not know their risk of infection.

Key messages:

- It's time for action!
- Know if you were exposed to hep C – get tested
- Get a liver check
- Ask about treatment



Campaign messages targeting partners and family, who facilitate health promotion in this community, were the most successful on social media.

Many people with bleeding disorders were exposed to hep C. Have you ever been tested?

If you used factor before 1993 - even as a baby - you could be at risk.

It's time for action! If you don't know whether you have hep C or not, get tested now!

Love your liver <http://loveyourliver.com.au/>

HFA news Hep C <http://www.haemophilia.org.au/news/id/565>

Know if you were exposed to hep C.

Post Details

Reported stats may be delayed from what appears on posts

Haemophilia Foundation Australia
Published by Sharon Caris (19) · July 27, 2015 ·

Does someone in your family have hep C? Talk to them about looking after their liver!
Here are some easy recipes for a happier healthier liver!
Love your liver recipes <http://loveyourliver.com.au/entries-and-light-meals/>

World Hepatitis Day
It's #worldhepatitisday on July 28, so keep your eye out for our key messages every day leading up to July 28 on how to look after your liver!

#TIME FOR ACTION

Does someone in your family have hep C? Talk to them about looking after their liver!
Here are some easy recipes for a happier healthier liver!
Love your liver recipes <http://loveyourliver.com.au/entries-and-light-meals/>

601 People Reached

18 Likes, Comments & Shares

14 Likes 13 On Post 1 On Shares

1 Comments 1 On Post 0 On Shares

3 Shares 0 On Post 3 On Shares

36 Post Clicks

12 Photo Views 6 Link Clicks 18 Other Clicks (#)

NEGATIVE FEEDBACK

1 Hide Post 1 Hide All Posts

0 Report as Spam 0 Unlike Page

Social media campaign messages.

2016 WORLD HEPATITIS DAY CAMPAIGN



New direct acting antiviral treatments became available on the PBS from March 2016.

HFA:

- revised treatment messages in consultation with medical specialists
- consulted regularly with Haemophilia Treatment Centres about hep C treatment uptake and barriers.

An active group in the affected community engaged quickly with hepatitis clinics for treatment.

Target groups identified for health promotion messages:

- People who did not see their hepatitis C as a priority
- People with psychosocial, financial and access barriers.

Key messages:

- Can we eliminate hep C in the Australian bleeding disorders community?
- Change your future today! Talk to your hepatitis clinic about treatment that could cure your hep C
- Practical strategies:
 - Be proactive with your appointments
 - What's stopping you from treatment? Talk to your Haemophilia Centre about solutions

Methods:

- Social media campaign
- Foundation newsletter articles
- 1 minute video – interview with leading hepatitis specialist who has patients with bleeding disorders

The video was very popular and community members shared their treatment experiences in the comments.

Post Details

Reported stats may be delayed from what appears on posts

Haemophilia Foundation Australia
Published by Hannah Opeskin (19) · July 28 ·

Today is World Hepatitis Day. What is so exciting about the new hep C treatments? Watch our video to find out more from the experts!
#NOhep #HepinOz
<https://www.youtube.com/watch?v=paH7oPG1XuQ&feature=youtu.be>

What's so exciting about the new hep C treatments?
What's so exciting about these new hep C treatments? - For people with bleeding disorders. Dr Joe Saadeh, Infectious Diseases Specialist...

1,194 people reached

45 Reactions, Comments & Shares

31 Likes 26 On Post 5 On Shares

2 Love 2 On Post 0 On Shares

7 Comments 4 On Post 3 On Shares

5 Shares 3 On Post 2 On Shares

26 Post Clicks

0 Photo Views 6 Link Clicks 20 Other Clicks (#)

NEGATIVE FEEDBACK

0 Hide Post 0 Hide All Posts

0 Report as Spam 0 Unlike Page



THIRD WAVE CAMPAIGN

Aug-Sep 2016: Haemophilia Treatment Centres reported most people with bleeding disorders and hep C now have appointments or commenced treatment.

Target groups identified:

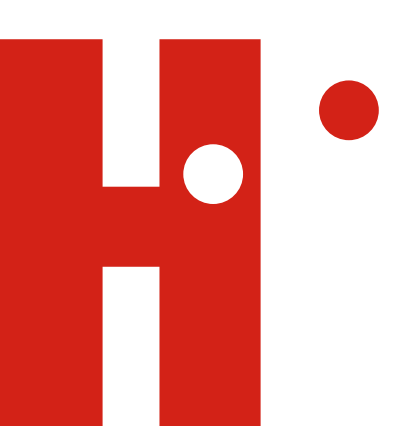
- People with psychosocial, financial and access barriers
- People with mild bleeding disorders unaware of their hep C risk and lost to follow-up.

HFA is:

- Developing targeted resources
- Working with the Australian Haemophilia Centre Directors' Organisation on information for GPs.

CONCLUSION

Regular review of targeted strategies is crucial to the success of health promotion campaigns.



HAEMOPHILIA FOUNDATION AUSTRALIA